



## MCA Annual Convention

May 21-23, 2010

*Treat your CAs to Delectable Desserts...*

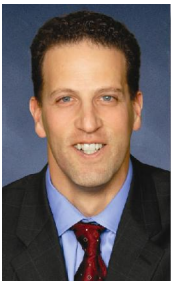
*A sweet program designed specifically for Chiropractic Assistants!*



### Sweet Rewards include:

- ▲ Welcome – Meet & Greet
- ▲ Mastering the Appointment Book
- ▲ The Clustering Technique
- ▲ The Two Choices Technique
- ▲ Building the Practice of your Dreams
- ▲ Optimizing your Internet Presence
- ▲ Implementing Systems that Work!

### Paul Lentini, DC



Dr. Paul Lentini graduated with honors from New York Chiropractic College in 1993 and is a Certified Chiropractic Sports Practitioner. Dr. Lentini joined Breakthrough Coaching in 2000. He has a successful chiropractic practice in Bardonia, New York. **Dr. Lentini is committed to educate and to serve his community with a focus on improving the quality of his patient's lives by transforming critical care to wellness care.** His postgraduate training includes professional and personal development, biomechanics, orthopedics, pediatrics, and Impairment Ratings.

Dr. Lentini is a columnist for New York Sportscene, a tri-state sports magazine. Dr. Lentini is a community leader. He volunteered for eight months at St. Paul's Chapel following the tragedy of 9/11 caring for the men and women involved in the rescue and recovery efforts. **Dr. Lentini's passion for coaching springs from his mission to help others reach and maintain their fullest potential.** With first-hand experience of the needs of a practicing chiropractor and business manager—it's only natural for Dr. Lentini to want to give back to the chiropractic community.

### May 21, 2010

8:30-10:30 & 12:15 – 2:45

#### **Practice Prosperity in the New Healthcare Paradigm**

An ancient Chinese motto states: Opportunity is always present in the midst of crisis. **No matter the difficulty of the circumstances, at the heart of each crisis lies a tremendous opportunity.** Your ability to thrive in an environment of increasing healthcare reform is critical to the success of your practice. In this session, you will learn what you and your practice team absolutely must know to realize the opportunity within healthcare reform.

2:45 – 4:15

#### **Mastering The Telephone**

**Opportunity is calling!** Because the telephone is such an integral part of our daily lives, **we sometimes forget how powerful it is.** There can also be a tendency, especially on busy days, to think of the telephone as an interruption instead of an opportunity. This module offers some guidelines for using the telephone and the opportunities it presents or the fullest advantage, as well as techniques we can use every day to make the power of the telephone work for us.

**May 22, 2010**

**8:00 – 9:30**

**The Hottest Marketing Trends of the New Economy**

As the chiropractic profession enters the dawning days of the new healthcare economy, emerging trends and technologies present a host of compelling strategies that savvy chiropractic marketers will adopt to insure that their practice rises to the top of the mind of today's ever more cost-conscious and choice savvy healthcare consumer. It's important to ensure your marketing campaigns are taking these factors into account. **Learn how to be proactive about changing your marketing methods so you can get the most out of your efforts and be more profitable than ever.**

**9:30 – 11:00**

**Mastering the Appointment Book**

**Staying on schedule can be a challenge in even the best run practices.** It used to be that your only worry was the response from patients stacking up in the reception area — and those sitting at home unable to get an appointment. With long waits for service being a leading cause of patients leaving practices, there's plenty to worry about. In this session you will learn how the techniques of Cluster Booking, Multiple Appointments, and the Recall System can make the job of managing your appointment book a snap!

**2:15-3:45**

**Patient Account Collections System**

Patients who owe money do not get well! This may sound odd, but it is true. There was a study done by dentists. To make a long story short, the dentists were trying to figure out why some people's dentures fit, while other people's did not. The only thing the dentists could find was that the people whose dentures were paid for were happy with them. If people owed money, their dentures never fit! The C.A. who handles finances well is helping the patient to get well. **This module will teach you how to effectively master the principle of the Collector's Calendar to dramatically improve your patient account collections.**

**3:45-5:15**

**Building the Family Practice of Your Dreams**

Expand your practice by educating your patients about your commitment to caring for their families. Competition in health care is fierce, marketing your practice has become increasingly sophisticated-- and managed care dictates much of the playing field. Increasing market share requires new, more cost-efficient advertising approaches. Providing family members with value-added benefits should be a big part of your marketing efforts. **You'll learn to expand your practice by educating your patients about your commitment to caring for their families.**

*~ Indulgent and Invigorating ~*

*This program promises to be just the treat your CA needs!*

**Registration: Annual Convention CA Track May 21-23, 2010**

( 952-882-9411 ☎ 952-882-9397 Ⓜ www.mnchiro.com  
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**Method of Payment:**

- Check enclosed (please make payable to the MCA)
- Credit Card (Visa, MC, Discover and American Express)

**Early Bird Registration (must register before February 15<sup>th</sup>) \$49.00**  
**After February 15<sup>th</sup> \$69**

Name: \_\_\_\_\_ Clinic: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City/ State/ Zip: \_\_\_\_\_

CC# \_\_\_\_\_ Exp: \_\_\_\_/\_\_\_\_ Amount: \_\_\_\_\_

Security Code: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

**Total Amount for Registration \$ \_\_\_\_\_**

Cancellation & Refunds: Please note that registration cancellations must be received in writing by the MCA Central Office at least three (3) working days prior to the event/seminar to receive full payment.